

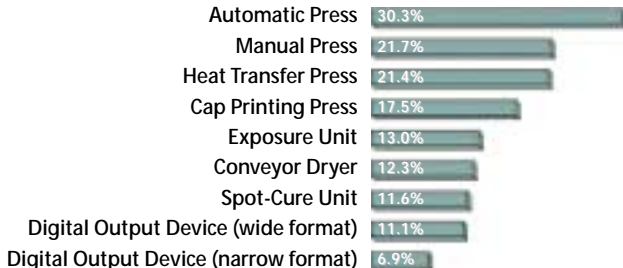
## Stable Sales & Multiple Services Characterize the IMPRESSIONS Audience

IMPRESSIONS knows your customers. We specialize in demographic analysis and circulation, so we can direct your advertising to the right audience. One consistent trait of IMPRESSIONS subscribers is that they offer various related services, both in-house and contracted. Another is that they manage for slow, steady growth – investing in education and technology, things that pay off in the long run.<sup>1</sup>

### SECONDARY BUSINESS<sup>1</sup> (% of those responding)



### EQUIPMENT: WILL BUY<sup>1</sup> (% of those responding)



### PRODUCT SOURCING<sup>1</sup> (% of those responding)

Product	Textile Screen Printers	Ad Spec/Promo Products Buyers	Embroidery/Monogram Specialists	Retailers
T-Shirts	99%	97%	95%	98%
Fleecewear	88%	86%	89%	80%
Headwear	82%	91%	85%	79%
Placket Shirts	79%	85%	85%	71%
Jackets/Outerwear	79%	88%	87%	76%
Bags/Totes	79%	90%	83%	72%
Denim & Wovens	59%	76%	83%	55%
Uniforms/Workwear	54%	60%	64%	46%

<sup>1</sup> Publisher's own data